

Temporary Staffing on the Rebound

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Economic reports indicate the staffing industry is on the rebound following the severest recession in decades. This is great news for our business community because the staffing industry is a leading economic indicator. There are two reasons businesses will utilize staffing firms, the first is to manage their labor costs versus hiring permanent employees in an uncertain economy, and secondly, as their business rebounds they have limited time or resources to hire staff.

Additionally, a future concern for businesses will be the implication of healthcare reform. Based upon pending legislation, companies with less than 25 employees may be exempt from penalties. However, those with more than 25 employees may incur higher costs due to health care mandates. Businesses will be seeking ways to manage headcount which can be accomplished by using a staffing firm.

Today, staffing no longer means temporary work. Many work engagements last six to twelve months and some are indefinite. The flexibility to hire workers through staffing firms will be a significant benefit to both businesses and employees during the recovery phase.

The staffing industry continues to expand beyond the traditional roles of administrative, technical, and light/industrial. Businesses can now obtain professional staff in the areas of accounting, finance, human resources, marketing, customer service and sales. Here are two examples:

A senior level human resource generalist accepts a one year engagement to work part time during a major corporate restructure. In this role, the employee provided counsel to other human resource professionals located at various operating units, developed training materials and delivered training sessions. Also, provided change management leadership and worked on other customer projects to promote organizational development. Based upon results, the client requested the employee back for an additional six months.

A marketing manager accepted an opportunity to cover a family medical leave and work 25-30 hours per week. Responsibilities included the development and execution of long term and short term product line plans to achieve profit and volume objectives, and coordinated the marketing programs with sales to grow new and existing customer relationships. Also, by working with production staff, aided in distribution planning. The engagement was a success and the client requested the employee to extend their engagement to work on various projects.

Staffing firms provide a valued service to help businesses grow and prosper. Why do businesses use staffing firms? The American Staffing Association recently published

a survey identifying the top three responses as (1) time savings, (2) quality of the candidates, and (3) flexible hiring solutions.

Additionally, how do businesses choose a staffing firm? The number one response continues to be (1) the reputation of the staffing firm, followed by (2) past experience, (3) highest quality, and (4) billable rates.

In summary, develop a staffing plan that supports your goals and objectives. Explore the flexibility of managing your labor costs by engaging resources only when needed. Most importantly, choose a staffing firm that builds a lasting relationship with your company and has the reputation to deliver top talent.

Hans Schultz is the Corporate Manager for Client Relations with Landmark Staffing Resources, Inc. He can be reached at hans.schultz@landmarkstaffing.com.